



USDA/FAS TRADE SHOW TIDBITS

JANUARY 2006

WHAT'S NEW IN 2006?



**Happy
New Year!**

For information on upcoming USDA-supported trade shows and missions, visit (and bookmark!) **"What's Hot"**
<http://www.fas.usda.gov/agexport/TS/WhatsHot.html>

MIDDLE EAST INTRIQUE



American Café/Morocco (June 5-7, 2006) Casablanca.

FAS will arrange exhibition space and one-on-one meetings with carefully selected buyers. This event is only open

to the trade, including importers, distributors, as well as buyers from hotels, supermarkets, restaurants, catering companies and institutions. Best market prospects include dried fruits and nuts, sauces and condiments, popcorn, salad dressings, pet food, snacks, diet snacks, kosher foods, honey, wine, beer, non-alcoholic beverages, sport drinks, cereal derivatives, rice, exotic juices, chips, crackers, dairy products, confectionery, ice cream, canned vegetables, canned fruit, fresh apples, and pears.

Alimenticia (New) (May 31-June 4, 2006) Luanda, Angola.

Alimenticia is the international exhibition of food, drink, hotelier, and vending in Luanda. Best prospects include grains, pulses, canned meats, alcoholic and non-alcoholic beverages, sauces, beer, poultry, offal, and oils.

For information about any of the shows listed above, contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov.

ASIAN ACCENTS



Food Ingredients (Fi) Asia-China (Feb. 15-17, 2006) Shanghai, China. Fi Asia-China attracts over 14,000 food professionals, of which 85 percent are Chinese. In 2005, exhibitors in the USA Pavilion received visitors from local and regional distributors, food processors, and retailers. Best market prospects include juices, sauces, cheeses, milk, whey, and fat powders. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

FOODEX (March 14-17, 2006) Tokyo, Japan. FOODEX is sold out! If you would like to be added to the waiting list, contact Shani at 202-720-2075 or Shani.Zebooker@usda.gov

Food & Hotel Korea (March 21-23, 2006) Seoul, Korea. Korea is the United States' fifth largest market for agriculture, fishery, and forestry products. This show provides access to major food importers, distributors, hoteliers, restaurateurs, and retailers who are looking for food and beverages, wines and spirits, hospitality and foodservice, and ingredients. Best market prospects include fish and seafood, fresh citrus, and wines. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

Food & Hotel Asia (April 25-28, 2006) Singapore. A biennial event, FHA 2004 had the best attendance ever, drawing 2,718 exhibitors from 98 countries/regions and over 37,000

visitors. The food market in Asia has been showing good growth, driven by the large population base. Best market prospects include fresh produce, chilled and frozen food, meat and poultry, confectionery, snacks and ice cream, dairy products, seafood, specialty food, ingredients, processed food and convenience food, and beverages. Contact Sharon at 202-720-3425 or Sharon.Cook@usda.gov

Thai Buyers Mission to Food & Hotel Asia Singapore (April 26, 2006). FAS Thailand will arrange one-on-one meetings for you with buyers. For more information, contact Sukanya.Sirikeratikul@usda.gov

SIAL China (May 29-31, 2006) Shanghai. The SIAL China show features a wide array of international exhibitors focused on food and beverage marketing to hotel and retail sectors. The show organizers have succeeded in attracting China's leading retailers. Best market prospects include organic and non-GMO corn snacks, various pasta sauces for foodservice, and soy-based meat alternatives and processed vegetable products. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

IFIA Japan (May 30-June 1, 2006) Tokyo. Japan is America's largest overseas trading partner and ranks as the third largest market in the world for food additives and ingredients. With more than 26,000 trade-only visitors in 2005, IFIA Japan is the best place to introduce new products, and meet new buyers. Best product prospects include antioxidants, additives, cereal products, confectionary ingredients, dairy products, dietetic foods, egg products, fats and oils, fibers, food coloring, food

supplements, frozen foods, fruits and vegetables, healthy foods/beverages, juices, low-cal foods, malt extracts, nutraceuticals, organic products, preservatives, proteins, seasonings and spices. For more information, contact Shani at 202-720-2075 or email her at Shani.Zebooker@usda.gov or visit <http://www.ifiajapan.com>

Food and Hotel China (June 7-9, 2006) Beijing. FHC 2006 Beijing is timed perfectly for exhibitors to capitalize on the 2008 Olympics. FHC 2006 offers opportunities for companies in the food and beverage sectors in Beijing and the North China marketplace. Visit <http://www.fhcbeijing.com.cn/> or contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

Food Taipei (June 21-24, 2006) Taiwan. Food Taipei is the largest food and beverage show in Taiwan. Taiwan is the United States' sixth largest export market in the world for food and agricultural products. Products in demand include fresh fruits and vegetables, selected dairy products, snack foods, poultry products, wines, seafood, rice, tree nuts, health food, beef, and juices. For more information, contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

♪ CHICAGO ♪ CHICAGO ♪

U.S. Food Export Showcase at FMI (May 7-9, 2006) Chicago, Illinois. The U.S. Food Export Showcase (USFES) has gained a reputation for featuring innovative, trend-setting products and attracting power buyers

from around the world. This year's event will once again feature five shows in one: Food Marketing Institute (FMI), USFES, All Things Organic, Fancy Food Show, and United Produce Expo & Conference. For more information on exhibiting in the USFES, contact mcassinelli@cmgexpo.com.

American Food Fair at NRA (May 20-23, 2006) Chicago, Illinois. The National Association of State Departments of Agriculture is once again organizing the American Food Fair at the National Restaurant Association (NRA) show. Join the 2,000 exhibiting companies and more than 50,000 registrants at NRA 2005. For more information on exhibiting, contact aff@cmgexpo.com.

LATIN SWING



Antad (March 29-31, 2006) Guadalajara, Mexico. Antad is Mexico's and Latin America's biggest food and supermarket show with more than 900 exhibitors and 15,000 top buyers. Best products include fish and seafood, processed fruits and vegetables, dairy products, snack foods, fresh and prepared red meats, poultry meat, eggs, soybean meal and oil, and wheat flour. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

Alimentaria Mexico (June 6-8, 2006) Mexico City, Mexico. Alimentaria Mexico is "the show" that retail buyers attend to find products in

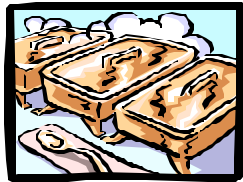
the Mexican market. Details coming soon! Contact Tobitha.Jones@usda.gov or call Tobitha at 202-690-1182.

Exphotel (June 7-9, 2006) Cancun, Mexico. Join us at Exphotel to promote products for the hospitality sector. Best products include seafood, fish, beef, lamb, veal, pork, duck, sausages and other processed meats (including poultry, pork, and red meats), cheese, ice cream and other dairy products, wines, soft drinks, processed foods, etc. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

SIAL (October 22-26, 2006) Paris, France. Held biennially, SIAL is one of the world's largest exhibitions for food products. HURRY!! Early bird registration available through February 1, 2006.

For information about any of the shows in Europe, contact Sharon at 202-720-3425 or Sharon.Cook@usda.gov

A SMORGASBORG OF SHOWS IN EUROPE



Alimentaria (March 6-10, 2006) Barcelona, Spain. Held biennially, Alimentaria 2004 welcomed more than 4,000 exhibitors from every corner of the world and attracted some 145,000 professional buyers, a fifth of which were from outside of Spain.

European Seafood Exposition (May 9-11, 2006) Brussels, Belgium. Held annually, ESE is the most prestigious seafood event in the world, and it continues to be a key marketing event for many exporters of U.S. seafood. ESE 2005 attracted 1,530 exhibitors and 22,000 trade visitors from more than 100 countries.